

CLUB BULLETIN CONTEST

(Continued from page 7)

they do not always agree, but it is surprising how often they do. The awards are given to those bulletins which have received the vote of at least two of the judges. These receive a cup, suitably engraved. Bulletins receiving one vote receive an honorable mention ribbon. In addition, editors receiving a high number of superior and good check marks in the editorial content section of the judging sheet, receive a ribbon for Excellence in Editorial Content; those editors who receive a similar number in the appearance category, receive an Excellence in Appearance ribbon.

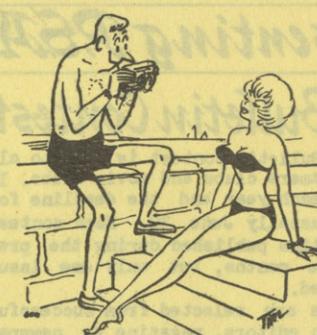
Each year the bulletins entered in the contest seem to improve. Whether the contest is responsible for such improvement in most cases, I do not know, but in some cases I am sure it has had an influence. The comments by the judges are similar to comments we have on our slides or prints. We don't have to believe what the judges say, but every so often, one has a good suggestion and, if we are alert, we take advantage of his thought and improvement results.

The important thing about a bulletin, however, is not its prize-winning abilities, but in its value to the club members in keeping them informed, building morale, and in making them a closer-knit group, working together. A bulletin which does this is a real prize-winner within the club and does a job regardless of what outside judges say of it. The club members, after all, are the real judges.

DON'T WAIT TO BE ASKED, VOLUNTEER!!!

Many Thanks to:

Colonel Louis Frohman for lending us his Hammond electric "varietyper." We've been using this machine for over a year now to add "spice" to the MSC News layout. It makes our job more interesting, too! We have more fun deciding which size and style of type would be most suitable. We're very grateful to Colonel Frohman for his generosity in allowing us to keep his machine so long.



"Wonderful little camera, Mr. Brown. So far I counted 96 exposures on the same film!"

(The above cartoon came to us via Walter Goldsmith from Elsa Dix, PSA Stereo Division representative in the United Kingdom. Proves photographers (male) have the same interests the world over. Thanks, Elsa.)

M.S.C. Calendar November

November 13 (2nd Friday)	Regular Monthly Meeting at 74 Fifth Avenue, New York, New York - Room 9B 7:30 P.M. promptly, please Program details - Page 3
November 22 (4th Sunday)	Combined Field Trip and MSC Birthday Banquet Patricia Murphy's Candlelight Restaurant, Yonkers, N.Y. - Meet in parking lot at 1 P.M. For more details - Page 5
November 27 (4th Friday)	Workshop Meeting - "How to Put Together A Good Sequence or Slide Show." 8 P. M. at the Galicians', 11 Schermerhorn St., Brooklyn, Apt. 6 WB of the "Montana"



METROPOLITAN STEREO CLUB



Published monthly by the METROPOLITAN STEREO CLUB, Box 1861, Grand Central Station, New York 17, N.Y.

Feathers in our Cap

PSA Honors MSCers

Each year at its annual convention, the Photographic Society of America awards honors of the Society to those of its members whose contributions to the art and science of photography have been outstanding.

This year, at the Louisville PSA Convention, two regular members of the Metropolitan Stereo Club and four Associate Members were among those honored at the Awards Banquet with the title, Associate of the Photographic Society of America.

Lee N. Hon of New York, N. Y. and Glen Thrush of Denver, Colorado were the two regular members singled out for recognition.

Lee, of course, is well-known to MSC members. He has been a member of MSC almost from its founding and has always played an active part in club activities. Lee was the Club's first competitions chairman and his enthusiasm and hard work were largely responsible for the membership's immediate interest and response which have made our competitions such an important part of the MSC program.

Lee became MSC's second president, a post which he held for two successive terms. During his term, the New York International Salon, sponsored by MSC, was established.

In addition to his duties as MSC's president, Lee was also chairman of the EMDE Sequence Awards for several years. He resigned from these duties last year to take on the more arduous ones of Chairman of the PSA Stereo Division.

While handling all of these activities, Lee has managed to find time to accumulate top honors in the EMDE competitions and to exhibit in salons.

Glen Thrush, although he lives in far-away Denver, has long been a member of MSC.

Glen has an impressive record as a salon exhibitor, and rarely fails to enter slides in MSC's local competitions. He takes a

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major part in the affairs of his local camera club, and has been a diligent worker for the furtherance of photography during his years as a PSA member.

The Metropolitan Stereo Club extends its congratulations to Lee and Glen for honors well-deserved.

(News about AMs honored by PSA will be found on page 6.)

MSC News Wins Awards

The Metropolitan Stereo Club News has again been singled out as one of the best club bulletins entered in the Camera Club Bulletin Contest sponsored by the Photographic Society of America.

This year, the April, 1959 issue of the News received a gold cup for achieving a place among the top twelve of the 84 bulletins entered. In addition to the cup, the News also received a ribbon for Excellence in Editorial Content and a ribbon for Excellence in Appearance.

The Editor and Staff of the Metropolitan Stereo Club News wish to thank Chairman Frederick W. Fix, Jr., FPSA, and the judging committee for the recognition accorded the News.

(See "Presenting PSA" column, page 7, for details on the Club Bulletin Contest.)



METROPOLITAN STEREO CLUB NEWS

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Brooklyn, N.Y.
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Millington 7-1500

The Metropolitan Stereo Club News is published in the interests of stereo information and education; for the benefit of MSC members and their friends in stereo throughout the country.

Permission is hereby granted to those who wish to make use of any of the information contained herein, providing that credit is given to the MSC News and the title and author of the article are mentioned.

Contributions are encouraged and we hope that this exchange of ideas will help to stimulate the interest of stereo enthusiasts everywhere. TYPED contributions should be addressed to: Miss Phyllis Galician, Editor, 11 Schermerhorn Street, Brooklyn 1, New York. All copy accepted is subject to whatever revision may be necessary.

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MEMBER

1959

Jenkins' Jottings

By ROLLAND L. JENKINS

There is no music so sweet as the sound of compliments sincerely expressed--and it has been my good fortune to have heard such music after each of our September and October meetings. Far be it for me to say that the plaudits are undeserved, other than to say that they belong to others.

For instance, we can applaud our Program Chairman, Adelaide Galician, for the thought that went into planning a cohesive program for the whole year. In turn, we can applaud Ted Lambert for his excellent lecture, "Filming Fall Foliage" and in preparing the first set of pages for our Workshop Notebook on the same subject.

And then, we certainly can applaud the efforts of Colonel Louis Frohman, Edward Ross Hale, Sr., Richard Jefferson, Peter Lewis, Don Forrer, and Ben Silberstein in preparing their individual slide presentations by which means we launched a new (and highly successful) monthly feature, "Meet MSC Members."

I could go on and on, but will say instead that the Club is now starting another year with all the earmarks of having come of age--and this largely due to more and more individuals contributing some portion of their free time to some phase of the functioning of the Club. The MSC is not a small club; thus, the various chores that need doing to keep the Club healthy and interesting to all can be very easily handled if each of us does his or her part.

When your time to participate comes, keep in style by working with and sharing the plaudits--the music of which---anything sweeter----there isn't!

Did you know that

Your dues are now overdue? YOUR club cannot continue its activities without YOUR support. Mail your check to Ben Silberstein, 691 Gerard Avenue, Bronx 51, New York

TODAY!

* * * * *

Copies of the first pages of MSC's Stereo Workbook are available for those who have not yet received these excellent tips on "Fall Foliage Photography." If you didn't receive yours at the September meeting, send a postcard to Sunny Jenkins, 47 Lupine Way, Stirling, N.J., and she will enclose yours with the next issue of the MSC News.

MSC NEWS

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Presenting PSA

Club Bulletin Contest

The Club Bulletin Contest is open to all PSA member camera clubs and movie clubs. It occurs once each year and the deadline for entries is usually June 30. Each contest covers bulletins published during the preceding twelve months, but only one issue can be entered.

The judges are selected from successful club bulletin editors, magazine or newspaper editors, and others familiar with editing and publishing. This year the judges were Lucille Kiester, APSA, of Duncan, Oklahoma; John Sherman, FPSA, of Minneapolis, Minnesota; and Edward C. Wilson, APSA, of Brooklyn, New York.

Each judge fills out a judging form for each bulletin judged. The judges rate the bulletins either superior, good, average, fair, or none in each of the categories.

Each paper is judged on editorial content which covers seven categories: INTEREST (style in writing and selection of material), VARIETY (range of coverage - is coverage complete), HUMOR (its use to liven up the text), ILLUSTRATIONS (selection for newsworthiness and interest), ART WORK (to illustrate or for humor), REPORT ON CLUB ACTIVITIES (calendar of events, competitions), and NOVELTY (individualism in ideas and presentation).

The award for appearance and typography is based on the following considerations: ARRANGEMENT OF TEXT (for appeal and impact), ILLUSTRATIONS (quality of reproduction and presentation), COVER or HEADING (is it distinctive and attractive), NEATNESS AND LEGIBILITY (is it easy to read), ACCURACY AND EMPHASIS (spelling and placement of material), ADVERTISING (if any, placement for effectiveness).

As there were 84 bulletins in this year's contest, this entails quite a job as each bulletin must be read several times. The judge then writes his comments at the bottom of each judging sheet. It takes each judge about two weeks of solid work to do the job. Last year, one of the judges kept track of the time taken and figured 76 hours to complete it. This is quite an effort, you must admit, but I have yet to hear from a judge that he regretted his experience.

The judges are also asked to pick out about twelve bulletins, or therabouts, for awards. As the judges do not work together,

(Continued on page 8)

News about Youse

Strawberries may be out of season, but TED LAMBERT's variety was chosen as pick of the crop at the 1959 Lighthouse Salon. Ted was awarded a Silver Lighthouse medal for a close-up slide of a strawberry.

MARJORIE PRICE, Chairman of MSC's Volunteer Service Photographers Committee attended VSP's Annual Meeting in New York on October 26. Her "Caribbean Stereo Log" was shown to an enthusiastic audience during the informal reception which followed the meeting. Marjorie has been active in VSP's Hospital Stereo Slide Program, presenting stereo shows at veterans' and civilian hospitals in the New York City area.

We are happy to be able to report to the many people who have inquired about him, that GEORGE ROSS is up and out again. Hope he will feel strong enough to attend the November meeting.

RICHARD JEFFERSON is another unfortunate vacationer who "enjoyed" MSC field trip weather during most of his vacation. Inspired by Ted Lambert's fall foliage lecture at the September meeting, Dick journeyed up to the beautiful Finger Lake region of upper New York State in search of fall color. Alas, the color was late this year and the rains came early, so Dick will just have to wait until next year.

COLONEL LOUIS FROHMAN was forced to spend a few days in the hospital recently, recovering from the deep cut he received when he collided with a metal bar which attached a trailer to his car. The Colonel reports he feels much better after a rest at home, and will be on hand at MSC's November meeting to introduce and coordinate our Stereo vs. Planar show.



Associates

PSA Honors Ams

HENRY H. ERSKINE, WALTER J. GOLDSMITH, and HAROLD and PEARL JOHNSON were honored at this year's PSA Convention in Louisville. All were awarded the title Associate of the Photographic Society of America for their hard work and devotion to photography.

Pearl Johnson does a remarkable job as director of the Stereo Division's Slide Circuits. In addition to this tremendous task, Pearl also is responsible for keeping the "Who's Who in the Color Division" records up-to-date.

Harold Johnson is the man who is responsible for all of the stereo programs for all of the regional conventions and meetings sponsored by the PSA.

Henry H. Erskine collects and sends out the Stereo Subject Slide Sets to individuals and clubs requesting this service. (See "Presenting PSA," page 5, MSC News, June, 1959.)

Walter J. Goldsmith is Chairman of the Stereo Division International Committee and has made new friends for the Stereo Division of PSA all over the world.

These busy PSAers also find time to take active roles in the affairs of their local camera clubs and are among the top stereo exhibitors in the international salons.

We believe the service records compiled by these busy and dedicated people more than prove that you can always find the time to serve no matter how busy you may be.

EVEN THOUGH YOU DON'T LIVE IN NEW YORK, DON'T MISS THE FUN AND PROFIT OF BEING A MEMBER OF MSC. BECOME AN ASSOCIATE NOW!

ASSOCIATE MEMBERSHIP \$5.00 per year

Lee N. Hon, Stereo Division Chairman, alerts all Ams who may see the Emde Stereo Award show at their local clubs sometime during the year to listen carefully to those "beeps" (which signal slide changes) on the tape. To quote Lee, "It took about \$7,000. worth of borrowed equipment to put them there!"

Lee wants to remind you that it isn't too early to start working on your 1959 Emde Sequence. Let's have a good MSC showing among the winners this year!

IF YOU HAVE A LEANING

TOWARD
TRAVELOGUES



DON'T FORGET!
YOU HAVE AN
INVITATION TO ITALY
COME TO THE DECEMBER MEETING



DON'T LET FRIDAY, THE 13th KEEP YOU AWAY
FROM OUR NOVEMBER MEETING!



LOOK FOR NEW MEMBERS!

BRING AN INTERESTED PHOTOGRAPHER
TO THE NOVEMBER MEETING.
LET'S TRY TO CONVERT HIM!

Metropolitan Stereo Club

Adelphi Hall, 74 5th Avenue, New York
(between 13th and 14th Streets)

Program for November 13th

7 PM	Get Together
7:30	Business Meeting
8 PM	Meet MSCers
8:30	Exposure Meters
9 PM	Coffee Break
9:15	Stereo vs Planar

About The Program

A dramatic demonstration of the differences between stereo photography and planar will be the feature of MSC's November meeting.

Colonel Louis Frohman will introduce the program and show a collection of his slides which he feels best illustrate the basic differences between the two mediums. Then, several other MSCers who specialize in a particular type of photography will show examples of their work. Among the subjects to be covered are tabletops, abstracts, nature, portraits, flowers, and landscapes.

We are sure that this program will dramatically illustrate the tremendous impact of stereo.

Mr. Richard Craig of the Weston Instrument Company will explain how to get the best results from our exposure meters. Mr. Craig's talk will be preceded by a short, amusing, and instructive 16 mm. sound film on exposure meters and will be followed by a question and answer period. So, if you have any questions about your meter, be sure to bring them to the November meeting and have them answered by an expert.

Of course, we will start off the evening with our popular, regular feature, "Meet MSCers."

Stereo versus Planar

WHY STEREO?

By FREDERIC ADAMS

Because it's real. Because it's new. Because it's exciting, because it's challenging, and finally, just because.

Stereo, just as in planar photography, can be approached on two levels. One, that of the casual photographer interested in making a record of things and events that interest him: photos of children, pets, travel, hobbies. Stereo with a simple camera, a hand-viewer, and lab-mounted slides is a new, exciting, wonderful experience for him (or her). The previously dull, flat pictures are now breath-taking segments of the world, true records in 3-D of his life and loves.

He needs no other knowledge of his camera than he did to use his box brownie.

The other approach to stereo admittedly is more difficult. It is the approach of the serious worker. Certainly, there are technical difficulties to be overcome in learning to mount slides for perfect projection; questions of hyper and hypo-stereo; inter-ocular distances. But since when has the challenge of obstacles to be overcome scared off the photographer in pursuit of success?

It must also be admitted that stereo composition is more complex than that of planar. New ideas must be examined, new concepts developed; an entirely new approach to seeing must be organized, and this is a very, very hard thing, indeed, to do.

I am very much afraid that on the level of the serious worker that the challenge stereo presents is formidable. The planar photographer, in general, has been too spoiled by the "you push the button—we do the rest" techniques, and suddenly faced with technical and emotional barriers, he is apt to withdraw in alarm, saying, "this is all much too difficult."

Gone for him is the thrill of mastering a difficult problem; gone the excitement of the surmounting of new peaks of emotional entanglement that a really good stereo slide can create.

I do hope that some planar workers will be jolted out of their complacency and accept the challenge of stereo.

I'LL STICK TO PLANAR

By LUCIE ADAMS

I really have nothing against stereophotography, anymore than against sculpture or stamp collecting; but, granted that this third dimension adds considerably to a picture, the average person (who is the average?), accustomed all his life to shooting and viewing planar, is required to change his total approach, his concept of what a picture is supposed to consist of, his ideas of composition, etc., etc.

After all, he has been doing this planar business all his life, and this stereo seems to be just another gimmick, a passing fad which was completely defunct since 1910, and exhumed lately by some promoter who saw some profit in it. All the expensive equipment he has so painfully acquired over the years is no longer adequate—worse than that, it will not do—one lens cannot be purchased and added, no—it has to be two matched lenses, etc.

As for the pleasure of looking at pictures—instead of viewing them normally, he is obliged to wear special glasses (usually dusty and scratched), and which also keep falling off his nose; sit in a particular position and look at pictures which are continually being adjusted on the screen—horizontally, diagonally, sideways, etc—until finally, a picture emerges through the mist of a cross-eyed headache. And what does he SEE? Painted landscapes, and people who apparently have dislocated shoulders or whose elongated nose seems to reach out of the screen like a huge proboscis to nuzzle him out of his chair. The stereo fraternity call this "coming through the window" and other esoteric terms—so, I'll stick to planar.

Fred and Lucie Adams are a husband and wife who share photography as a hobby—though each prefers his own medium.

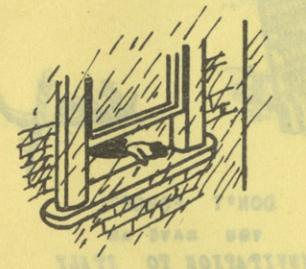
Both are members of the PSA and rank as three-star exhibitors: Lucie in the Color Division; Fred in the Stereo Division.

Also active in club work, Lucie serves as Secretary of the Color Photographers Club of Staten Island. Fred is an Associate Member of MSC, Chairman of the EMDE Awards Committee, and was formerly Director of the National Club Stereo Competition.

HERE ARE TWO OPPOSING OPINIONS ON THE STEREO-VERSUS-PLANAR CONTROVERSY.
WHAT DO YOU THINK? SEND YOUR COMMENTS ON THE SUBJECT TO PHYLLIS GALICIAN,
EDITOR, MSC News, 11 SCHERMERHORN STREET, BROOKLYN 1, NEW YORK

Workshop & Field Trip Activities

Report on the October Field Trip



November Field Trip

Beautiful gardens ablaze with late fall flowers, magnificent weeping willows, a picturesque white bridge over a winding brook, a greenhouse filled with exotic plants, AND a restaurant serving wonderful food—all this may sound too good to be true, but this photographer's dream will be the setting for MSC's November field trip and birthday banquet.

Sunday, November 22, is the date; 1 P.M. is the hour; Patricia Murphy's Candlelight Restaurant in Yonkers, N.Y., is the place. We will meet in the parking lot and from there will proceed to the landscaped area where we will gain practical experience in

HOW TO REACH THE CANDLELIGHT RESTAURANT



IN WESTCHESTER, on Central Park Avenue, Yonkers, NY (Route 200), just north of Tuckahoe Road.

November Workshop

Comparatively few members of MSC submitted entries to the 1959 EMDE Awards Competition. When asked why, many excuses were offered, but the major reason seemed to be lack of knowledge as to what really makes a good sequence.

We hope to remedy this situation at the November Workshop which will be devoted to the subject of "How to Put Together a Good Sequence or Slide Show."

Several sequences and slide shows will be analyzed during the evening. Some will be well-coordinated examples of the type of performance which leaves audiences asking for more. However, others will illustrate the errors many of us commit when assembling a show and will help us to understand the reasons why our audiences are less than appreciative of our efforts to entertain them.

Perhaps you have a sequence or show or just the beginning of one, which you would like help with. Bring the slides along to the Workshop and, if time permits, we will project your slides and try to offer some helpful advice and suggestions.

the use of our exposure meters, and apply the knowledge acquired at the November meeting.

After ample time to shoot the beautiful scenery and ask any questions we may have about using our meters, we will adjourn indoors to one of the beautifully-decorated dining rooms where we will enjoy our anniversary dinner.

Prices at the Candlelight are very reasonable so plan to bring the family to celebrate our fourth birthday with us.

The Candlelight Restaurant may be reached by subway and bus:

Take the IRT Woodlawn-Jerome train to the end of the line; then, take the dark-blue White Plains bus right to the door of the Candlelight.

The "D" train (Concourse train—200 St.) of the IND line also connects with this bus.

The map at left will serve as a guide for those who will be driving their own cars.

